

General Course Information

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Course Description

This course examines the sales, servicing, and management of the meetings, events, conventions, exhibitions, and trade show industries. Emphasis is placed on both the supply (product and service providers) and demand (meeting and convention managers) elements of the industry. Planning or hosting a convention or meeting for a corporation, association, or special group will be covered.

Course Learning Outcomes

Upon successful completion of the course, students will have obtained skills and knowledge to:

- Distinguish between the different types of meeting markets.
- Understand the scope of the convention, meetings, and trade show industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.
- Understand the various types of meeting facilities.
- Understand major differences between corporate and association meetings.
- Identify resources available to meeting planners.
- Understand various types of sales and marketing communication in meeting industry.
- Synthesize information to assist in marketing and planning events.
- Understand the roles and relationships between the various departments in a convention hotel.
- Understand the purpose of negotiations between meeting planners and hospitality properties, and outline how to prepare for such negotiations.
- Identify the successful service to a meeting or convention group before, during, and after the meeting.

Course Resources

Required Text:

Convention Management and Service (8th Edition), Milton T. Astroff, James R. Abbey, The American Hotel & Lodging Educational Institute (AHLEI) 2010. **ISBN-13: 978-0133086140; ISBN-10: 0133086143.**

Course Assessment

Exams

There will be three exams in this course. Exams will be given on reading assignments, class lectures and discussions, and guest speaker comments.

Meeting Site Analysis Project

As a team, you will be required to do a meeting site analysis. Event location and criteria will be assigned. Each group will then have to research that city, compare venues and make appropriate site recommendations for the event. Each group will present their findings and analysis. The presentation file needs to be submitted prior to the presentation. More details will be followed.

Meeting Matrix

Each student will set up an event using a meeting planning software 'Meeting Matrix'. Everyone MUST attend the day of teleconference to learn the software. If absent, you are responsible to make arrangements with your peer students for information needed to make yourself familiar with the software program. More information is provided as the assignment date is approaching.

Cvent Certification

Each student is required to complete the Cvent Certification training by the designated date and obtain the student certification. The training module is provided by Cvent.com. Students need to receive a score of 65% or higher to pass the certification exam. The student certification is valid for two years, and well recognized by the industry. More details will be provided.

| | Proportions | | Due Date | Location |
|----------------------|-------------|-------------------------------|----------------|--------------------------------------|
| Assessment 1: | 45% | Three exams (15% each) | 1/31, 3/7, 4/6 | <i>In Class</i> |
| Assessment 2: | 35% | Meeting Site Analysis Project | 3/14 | <i>In Class & CourseLink</i> |
| Assessment 3: | 10% | Meeting Matrix Assignment | 2/28 | <i>In Class & CourseLink</i> |
| Assessment 4: | 10% | Cvent Certification | 2/14 | <i>Online</i> |
| Total | 100% | | | |

Grading Breakdown

| | | | | | |
|----|---------|---|--------|----|--------|
| A+ | 90-100% | A | 85-89% | A- | 80-84% |
| B+ | 77-79% | B | 73-76% | B- | 70-72% |
| C+ | 67-69% | C | 63-66% | C- | 60-62% |
| D+ | 57-59% | D | 53-56% | D- | 50-52% |
| F | 0-49% | | | | |

Letter grades will be assigned based on the total points earned. More information on University Grading Policy, please see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Course Policies

Assignments

Students will honor deadlines for projects, evaluations and other assignments set forth by the instructor. Specific deadlines will be given in the related course outline, and the instructor has the right *not to accept* assignments after the stated date due. All special requests pertaining to projects, evaluation and exams not addressed on the syllabus will be evaluated at the instructor's discretion.

Late assignments

All assignments are due by **5:00 p.m.** on the due date.

Students are encouraged to submit their assignments even if it's late for partial points.

Late assignments are marked with point deductions.

- 10% deduction from your total earned points within the due date.
- For example, if the assignment is worth 50 points and due on 5p.m. Friday, and you submitted yours at 7p.m. that day. If you earned 40 out of 50 points, you will lose 4 points (40 earned points x 10%) off from what you earned. Thus, 36 points will be granted.
- An additional 10% deduction for each additional day the assignment is late. If the assignment is not received by end of **3rd day** from the deadline, a **zero point** for the assignment.

Make-Up Exam Policy

There is **NO make-up** for exams, quizzes, and in-class assignments. Taking a make-up exam or quiz is a privilege, not a right, and will be granted only in rare circumstances. You will **NOT able to** make up for any missing in-class activities.

Attendance

Students are expected to attend classes on a regular basis. Be courteous to be on time and stay until the class dismisses.

Email Etiquette

Students will practice proper email etiquette or "netiquette" when addressing faculty, staff, students and outside professionals. Students are expected to use University of Guelph assigned email accounts for all university related communication. Email use does not relieve students of the responsibility or confirming the communication with the instructor. A timely email response from the instructor should be expected, but the email response will be subject to her commitments beyond the classroom, such as research, scholarly activity and service.

- Properly address the recipient (i.g., Hi WooMi. Please do not begin your message with "hey").
- Indicate what class you are referring to and who you are (name, HTM2070).
- Write your message in full sentences. (Do Not Text, i.g., thnx, idk, etc.)
- End your email with your signature (i.g., John Smith, title, email address or phone number).

Communication via the University email and CoursLink

Check the University email and visit the CoursLink regularly.

- All class materials including updated schedule, assignments, class notes, extra readings, etc. will be communicated on CoursLink.
- Personal issues related to the class should be discussed only through email or in instructor's office.
- Be courteous for others when emailing or posting materials on CoursLink.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoquelfh.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>.

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoquelfh.ca/registrar/calendars/undergraduate/2015-2016/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoquelfh.ca or see the website:

<https://www.uoquelfh.ca/csd/>

Drop date

The last date to drop one-semester courses, without academic penalty, is **Friday, March 10, 2017**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoquelfh.ca/registrar/calendars/undergraduate/2015-2016/c03/c03-fallsem.shtml>

Tentative Course Schedule

| | | Date | Topic | Assignments/Deadlines |
|----|----|------|--|--|
| 1 | TU | 1-10 | Introductions and Course Outline | |
| | TH | 1-12 | CH 1- Introduction to CMT Industry | |
| 2 | TU | 1-17 | <i>Guest Speaker</i> – Laura Hingel (Talent & Culture Manager, Accor Hotels) | |
| | TH | 1-19 | CH 3- Organizing for convention sales | |
| 3 | TU | 1-24 | CH 4 & 5- Association/ Corporate Meeting Market | |
| | TH | 1-26 | CH 6- Other markets | Cvent Certification/ Meeting Matrix account assigning |
| 4 | TU | 1-31 | Exam 1 - In-class exam | |
| | TH | 2-2 | CH 7&8 - Selling & Advertising to Meeting Market | Meeting Site Analysis Assigning |
| 5 | TU | 2-7 | Meeting Matrix (MM) - Demo | |
| | TH | 2-9 | CH 9 - Negotiations & Contracts | |
| 6 | TU | 2-14 | <i>Guest Speaker</i> - Heidi Wilker, Blessed Events | Complete Cvent Certification exam |
| | TH | 2-16 | CH 10 - Service Function | Site Analysis Progress Report |
| 7 | TU | 2-21 | No Class | |
| | TH | 2-23 | No Class | |
| 8 | TU | 2-28 | CH 11 - Guestrooms | Meeting Matrix assignment |
| | TH | 3-2 | CH 12 - Preparing for the event | |
| 9 | TU | 3-7 | Exam 2 - In-class exam | |
| | TH | 3-9 | <i>Guest Speaker</i> - Lora Bender | |
| 10 | TU | 3-14 | CH 13 - Function rooms and meeting setups | Meeting site analysis report in class & on CourseLink (by 5PM) |
| | TH | 3-16 | Meeting site analysis presentations | Presentation file on CourseLink (by 10PM March 15) |
| 11 | TU | 3-21 | Meeting site analysis presentations | |
| | TH | 3-23 | Meeting site analysis presentations CH 14 - Food and beverage service | |
| 12 | TU | 3-28 | CH 15 - Audiovisual requirements | |
| | TH | 3-30 | CH 16 - Admission System | |
| 13 | TU | 4-4 | CH 17 - Exhibits and Trade Shows | |
| | TH | 4-6 | Exam 3 | In-class (MACS 129) Exam |